

# ARCHITECTURE

new jersey





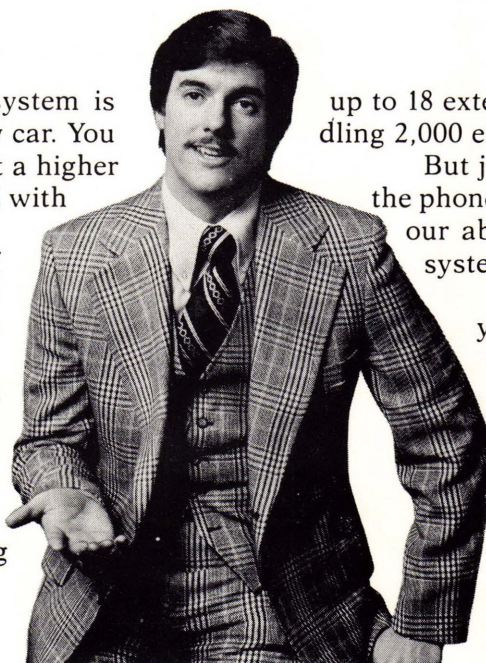
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# ARCHITECTURE

## new jersey

Official Publication of  
**NEW JERSEY SOCIETY OF ARCHITECTS**

A Region of The American Institute of Architects  
110 Halsted Street, East Orange, N. J. 07018  
(201) 672-7900-7901-7310

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4,200 copies are distributed to every registered Architect in New Jersey, consulting engineers, people in related fields and others whose fields of interest include Architecture, such as leaders in business, commerce, industry, banking, education, religion and government at all levels.

Views and opinions expressed in **ARCHITECTURE new jersey** are those of the writers and not necessarily those of the New Jersey Society of Architects.

Subscription: \$6 per year.

Printed by White Eagle Printing.

Vol. 9 No. 1

January/June 1975

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LONG BRANCH N.J.  
R/UDAT REPORT





## President's Profile

Quiet, affable Gary Y. Kaplan may indeed be as easygoing as his manner implies, but he is nonetheless a shrewd and careful planner whose career has wasted little time in getting where it is today.

A graduate in architecture from the University of Michigan in 1960, Kaplan became a partner five years later in the Red Bank firm of Kobayashi, Bostrom, Kaplan and Brazinskas, having worked there off and on since 1958. His eye was already on the ball, as it were, for although he enjoyed the work his goal was to have an outfit of his own.

"I wasn't ready yet," he remarks simply. Two years later, in 1967, he resigned to become director of technical services at Saphier, Lerner, Schindler, Inc. of New York, the environetics division of Litton Industries, responsible for supervising technical production, field supervision, space planning and reproduction departments.

His work was so well thought of that 2-1/2 years later he was offered a vice-presidency. He declined, somewhat regretfully, because he says he wanted none of the corporate structure and he still desired his own shop. Toward this end he had been developing a clientele on evenings and weekends, and in 1969 he went into business for himself.

The qualities which Kaplan brings to the presidency of the New Jersey Society of Architects are those which motivate him in the profession. They are a talent for administration, for supervising tasks "from start to finish, and for hard-core thinking, developing programs and honesty in design."

The chairmen and personnel of NJSA's 18 committees, 10 special assignments and eight task forces were appointed early in the year, and the new president at once zeroed in on what

he considered to be the Society's major projects for 1975.

These were expanding the use of solar energy, development of a statewide land-use program, establishing the feasibility of restoring Drumthwacket, a historical residence now state property; construction-management team approach with full disclosures; a public relations program emphatic dissemination of professional information to members and full participation in the coming Bicentennial.

Kaplan is an executive who listens. In his own business he is particularly receptive to the wishes and needs of the client, and in fact writes up a "program" (a detailed description of the job) in which the client "can express his inner feelings, so that we know we're both thinking on the same wave length."

Drawing the analogy, Kaplan said he expects to extend the same consideration to his chairmen and other assignees — minus the paper work, of course, but with the assurance that he relies and depends on their thinking.

As with previous NJSA presidents, Kaplan believes the profession should take the lead in certain specific fields. Among them is energy conservation, taking advantage of proven technical achievements in harnessing solar energy.

Although one of his task forces has this as its objective, Kaplan's understanding of the presidency is that he himself should be as informed as possible about federal and state advances along this front and to see that information is disseminated not only through the Society's newsletters, but face-to-face, through workshops. Leadership comes in, he says, when architects learn how to integrate solar heating as part of a harmonious whole, rather than as a physical attachment to structures, but not aesthetically part of them.

Kaplan is a firm believer in a strong legislative program, and with the appropriate personnel will pursue this aspect of the NJSA program, particularly passage of a uniform building code, a land-use program, machinery for regional planning and passage of the architect-engineer selection bill. This measure provides for the non-partisan selection of architectural, engineering and land surveying firms in connection with employment by the state or its agencies.

As concerned as anyone else about the state of the economy, Kaplan believes architects should diversify. Specialists in residences, schools or other particular designs may have a hard time of it otherwise, he believes, and offers his own example as one way to rise with the tide.

The firm of Kaplan and Gaunt has founded a wholly-owned but separate entity called Design Discipline, Inc., which makes available construction know-how as well as architectural expertise. By providing team approach plus full cost disclosures, Design Discipline functions as a total service, and eventually perhaps as a less costly one than the heretofore traditional approach of architect-contractor-subcontractor.

Kaplan's enterprise has won for him a gold medal for excellence of design for a park extension of Broad Street, Red Bank, at the Society's 1968 convention, and a merit award for the design of a cabana for Walter Reade Jr. He is an honorary board member of the Monmouth Arts Council; board chairman of the Architects Community Design Center, Newark; advisor to the Architectural Explorer Post 233, Boy Scouts, Red Bank; past president of the Shore Chapter, NJSA, and a former member of the Middletown Economic Development Commission.





**Long Branch R/UDAT**





## Long Branch R/UDAT

### R/UDAT IN GENERAL

The acronym for Regional/Urban Design Assistance Team—one of the brightest concepts of the American Institute of Architects—has entered the language of architecture and civic planning.

In a stricter sense, R/UDAT teams deal in a specific geographic area with environmental and urban problems ranging in scale from a region to a small town, and in type from recreational areas to public policy and methods of implementation.

The team usually consists of from five to 10 volunteer experts, depending upon the assignment. They are recruited throughout the country and willingly leave their businesses to perform the four-day, intensive, around-the-clock work called for. It is a non-profit labor of love for them and for the local volunteers involved. Nothing is recompensed except expenses, and team members agree not to accept commissions for work resulting from their recommendations.

The blitz that descended on Long Branch on January 10 was the 25th team invited into a specific area. Invitations may be extended only

by AIA chapters—in this case the Shore Chapter of the New Jersey Society of Architects—with the concurrence of local officials. The cost is paid by the local chapter thru contributions from local government and interested business or civic groups.

The Long Branch R/UDAT was AIA's 25th since inauguration of the program in 1967, and the first in the northeast. At this writing, there is a strong possibility the program will also be brought to Atlantic City.

### AND IN PARTICULAR . .

Officials, residents, businessmen and civic leaders in the gradually deteriorating city, disturbed by the worsening situation which so few did anything about, spoke to Jules Gregory, FAIA, of Uniplan, Princeton, the architect who designed Long Branch City Hall.

"What can we do? Where can we go for help?" was the essence of their concerns. Gregory proposed R/UDAT, which he had once served as a member. The suggestion sparked official interest, and Gregory asked the Shore Chapter whether

it would extend the invitation.

This was in July, 1974. The Shore Chapter discussed the proposition the following month, assured itself of volunteers (although seldom is the number sufficient to handle a R/UDAT's unseen problems and crises) and voted to apply to AIA for a R/UDAT visit.

One requirement was the need to show why Long Branch should be visited and how a R/UDAT study would be of benefit and value. Another was to gain the enabling resolution from the Long Branch City Council. Samuel P. Abate, then Chapter president, and John Orosz, current president, laid the proposal before Mayor Henry R. Cioffi and the governing body, and after some opposition saw the measure passed. Armed with this and with the evidence that Long Branch qualified, the Chapter submitted the application, and approval was granted in early November.

Ronald A. Straka, architect and urban designer of Boulder, Colo., made a reconnaissance visit to Long Branch. National R/UDAT chairman and head of the team that was to visit New Jersey, Straka is a veteran of many forays into the field,



and he spent his time in extensive visual observation of the scene and in discussing details pertaining to the visit.

Many of these discussions were held with Long Branch residents to ascertain what the problems were, since understanding would determine the disciplines that were needed on the team. (Straka finally picked two other architects-urban designers, a sociologist, an economic consultant and a landscape architect-ecological planner.)

Meanwhile, between August and December, the Shore Chapter organized its own data-gathering team to facilitate the work of the R/UDAT people. By the time the visitation dates were set, the Chapter was ready with planning information kits on the local, county and tri-state levels that the Chapter mailed to each of the six R/UDAT members. The material covered the preceding decade and all of the city's major problems.

The question has been asked: "How could the team, venturing into an unfamiliar area, accomplish so much in only four days?" The answer is that they were primed. The groundwork had been laid.

#### HISTORICAL BACKGROUND

The team was charged with suggesting a framework for planning that would address itself to the needs of all segments of the community; that would define an appropriate role for Long Branch in relation to its physical, social, economic and political settings, and that would identify design and planning potentials to help create a better public image, and a policy and a process for implementation and community involvement.

This all-inclusive mission sought to examine a community that once was one of the nation's principal seaside resorts and that played an important role in American history. The Battle of Monmouth, a turning point in the Revolution, was fought at Monmouth Court House in 1778. Local tradition also notes that privateers ranged off the coast and that Captain Kidd buried his treasure on Sandy Hook.

Long Branch was settled as a town in the 17th century by New Englanders in search of religious liberty. The colonists were mainly farmers, and they built their homes inland. By the late 18th century the attractions of the seashore began to draw visitors from other localities, and the 1790s saw local farmers renting rooms to vacationers from New York, Philadelphia and other parts of New Jersey.

A sedate family resort in the 1820s, Long Branch began to take on a more lively character a decade later when card playing, billiards and dancing were introduced. Soon the small boarding houses were joined by large hotels to accommodate the increasing throngs.

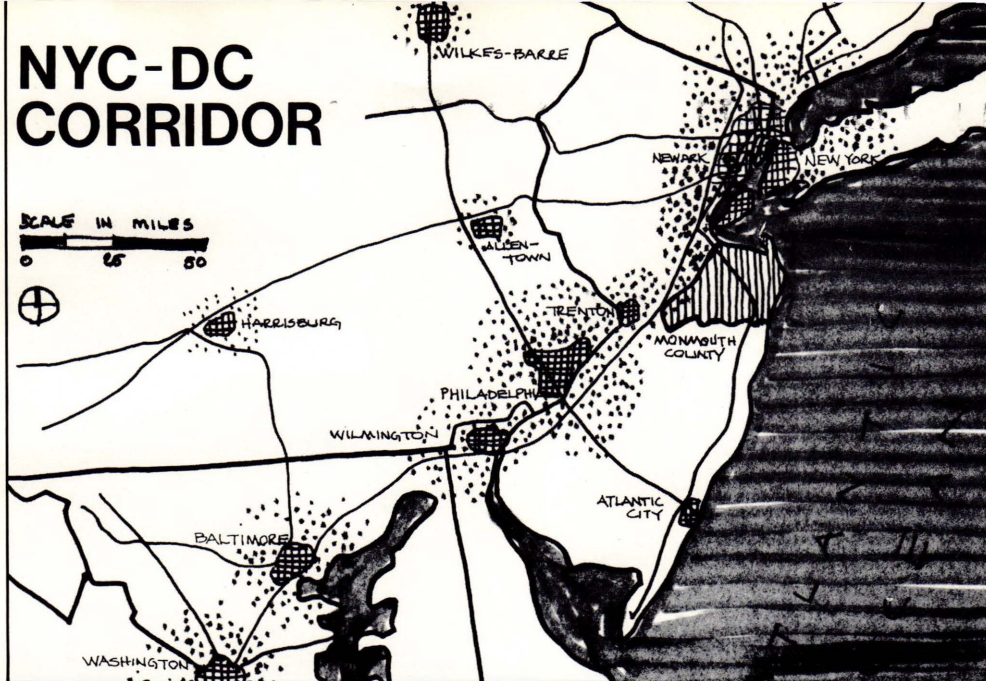
By the 1860s, Long Branch was recognized as America's foremost resort. Fashionable visitors flocked to the hotels and private estates, and Ulysses S. Grant established his summer capital here in 1869, beginning a tradition that brought six succeeding presidents to the area for their summer holidays. It was to Long Branch that President James A. Garfield was brought after being shot in Washington in July, 1881, and it was here that he died two months later.

The abolition of gambling in the 1890s marked the end of an era and the gradual return of Long Branch to a middle-class clientele. Subsequently, improved transportation and the growth of the metropolitan area enables Long Branch to develop into a diversified, year-around residential community—with all the attendant problems, options and possibilities for the future.





# NYC-DC CORRIDOR



## THE REGION

Regionally speaking, Long Branch would seem to be ideally situated in the outer ring of the 23 counties that encompass portions of New York, New Jersey and Connecticut. In 1970 the region held about 10 per cent of the nation's population, and in fact Monmouth County's population nearly doubled in the last quarter-century. At the same time, however, Long Branch showed a relatively slight population increase and the dubious distinction of being the regional depository for people seeking low-income housing.

The city is considered primarily a "bedroom" community, no longer the great recreation resource it once was. Retail developments serve local shoppers primarily, except for tourist-oriented retail stores and a very few others that have a regional draw. Physical ties to the remainder of the region are not particularly strong, except that Ocean Boulevard receives a good deal of summer beach traffic.

The team turned up several issues of regional concern in addition to those having to do with Long Branch alone. These included beachfront erosion; potential development of deepwater oil-port facilities or offshore oil drilling, provision for improved rail or other transportation and improvement of the competitive position of northern New Jersey shore cities with respect to the southern cities where visitor trade was concerned.

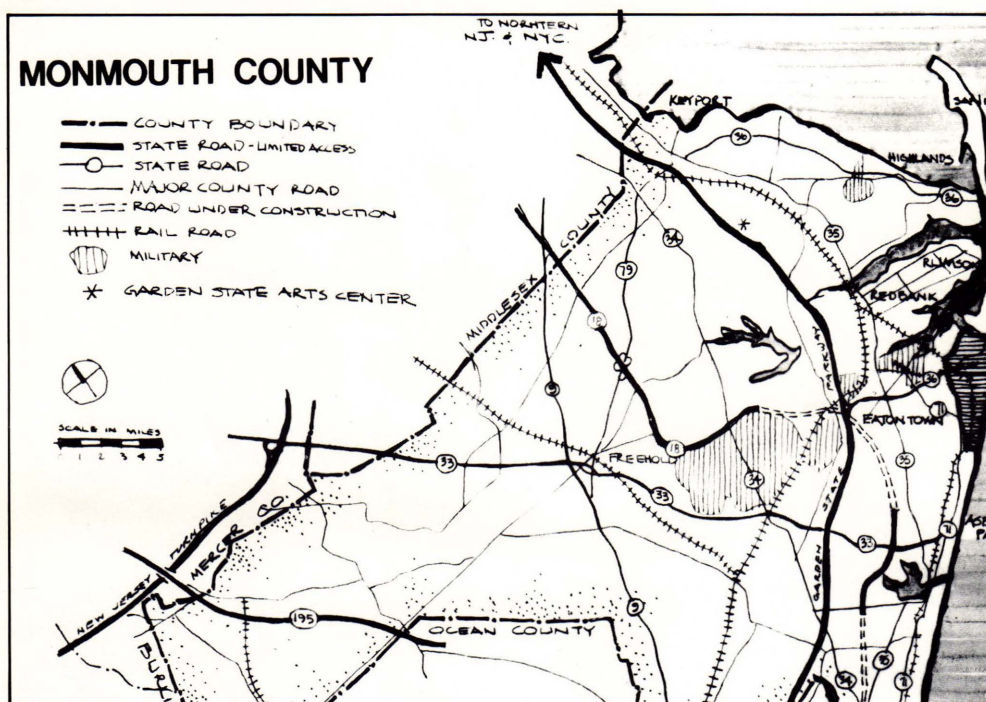
Because of the relatively brief time allowed for the R/UDAT study, the team declined to offer a knowledgeable recommendation on the development of a deepwater oil port or oil drilling. It did suggest that Monmouth County and Long Branch continue to monitor the progress of current studies and employ experts to evaluate environmental impacts of these programs on waterfront use and overall livability.

With respect to improved transportation, the team agreed that a better transit network definitely was needed, but that realistically the city should try initially for a bus line to provide consistent service to communities within the county.

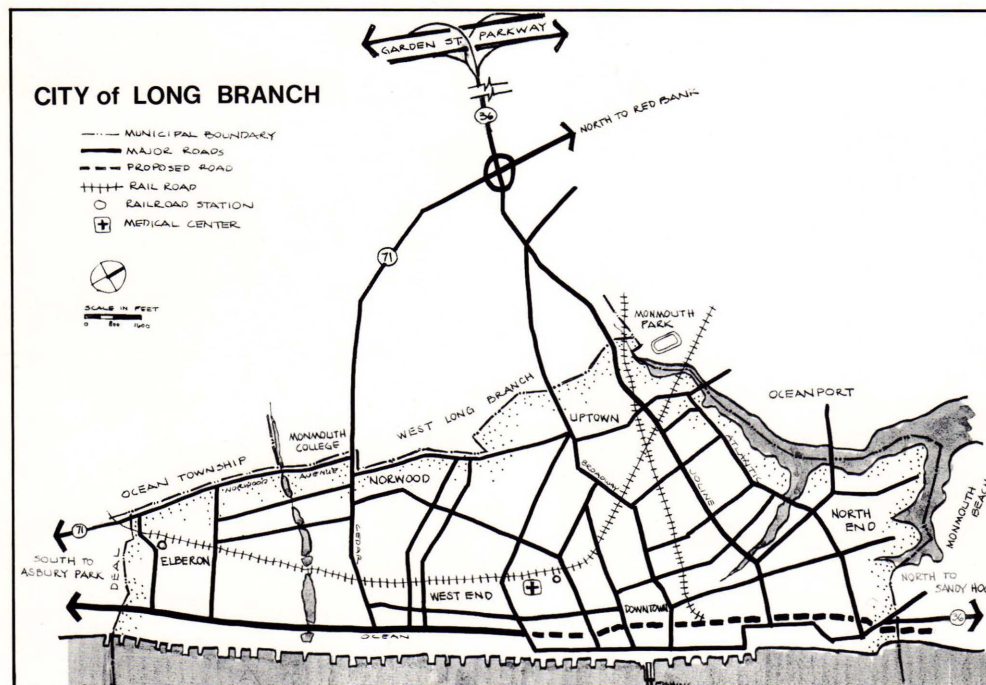
The New York and Long Branch Railroad was deemed inadequate, but no more so than other lines in the tri-state area. Transportation to northern New Jersey and New York by automobile via the Garden State Parkway was adequate but not always ideal, and a combination bus-hydrofoil service was not considered viable in the immediate future.

As for competing with southern oceanfront cities, the team advised against it. For one thing, the solution to beach erosion and other natural problems are extremely expensive and tend to be short-lived. For another, beaches to the south are generally more attractive and deeper, and cities there benefit by these superior natural facilities.

## MONMOUTH COUNTY



## CITY of LONG BRANCH





## THE CITY

Economic activity in Long Branch is heavily influenced by the "Four M's," all of them employment centers and economic generators—Ft. Monmouth, Monmouth College, Monmouth Park Race Track and Monmouth Medical Center. Other than the Medical Center, which is within the city limits, sources of employment are limited mainly to retail sales and services, government employment and tourist-oriented activities. Residents also commute to jobs in electronics industries in the northern part of the county, and to industries in northern New Jersey and New York.

According to the report, factors that have prevented Long Branch from sharing in the general economic prosperity and growth of the county are these:

- Due to eroding shorelines and ease of access to more desirable southern beach areas, Long Branch has lost much of its resort trade and former reputation as a premier summer resort.

- Many parts of the city have experienced serious physical decay, particularly downtown, in some residential neighborhoods and on the oceanfront near Broadway and the pier.

- It has received more than its share of low-income residents and has housed and provided services for them.

- It has experienced increases in the crime rate and a resulting high cost of police services.

- It has a concentration of low-income, high-density housing adjacent to the downtown core area.

- It lacks many urban amenities such as a pedestrian environment and open space, a community center, theaters, restaurants, first-class overnight accommodations, and entertainment and cultural facilities.

- Public transportation to nearby areas and metropolitan areas to the north is limited.

- Bad publicity has resulted in a negative image of the community.

- Retail merchants face severe competition from Monmouth Shopping Center, which is due to double in size with an enclosed mall.

- There is a lack of basic information, adequate as to detail, about the needs of residents.

- The city lacks a clear image or focus.

To these the surveyors might have added "lack of communication" between city officials and the public—an attitude that became manifest when the study was released to the public at a City Council meeting January 13. It seemed to the objective R/UDAT observers that neither group appeared over the years to have been especially articulate in voicing their complaints and concerns; that neither appeared to be sensitive to listening and absorbing.

Nonetheless, the city was far from bereft of possibilities. These were pointed out by the team, and they led directly to the study's major recommendations.

Despite negative events of the past two decades, including slow population growth, team members felt Long Branch could do much to determine its destiny if it took steps at once to prepare for the future. Some of the city's opportunities as seen by R/UDAT:

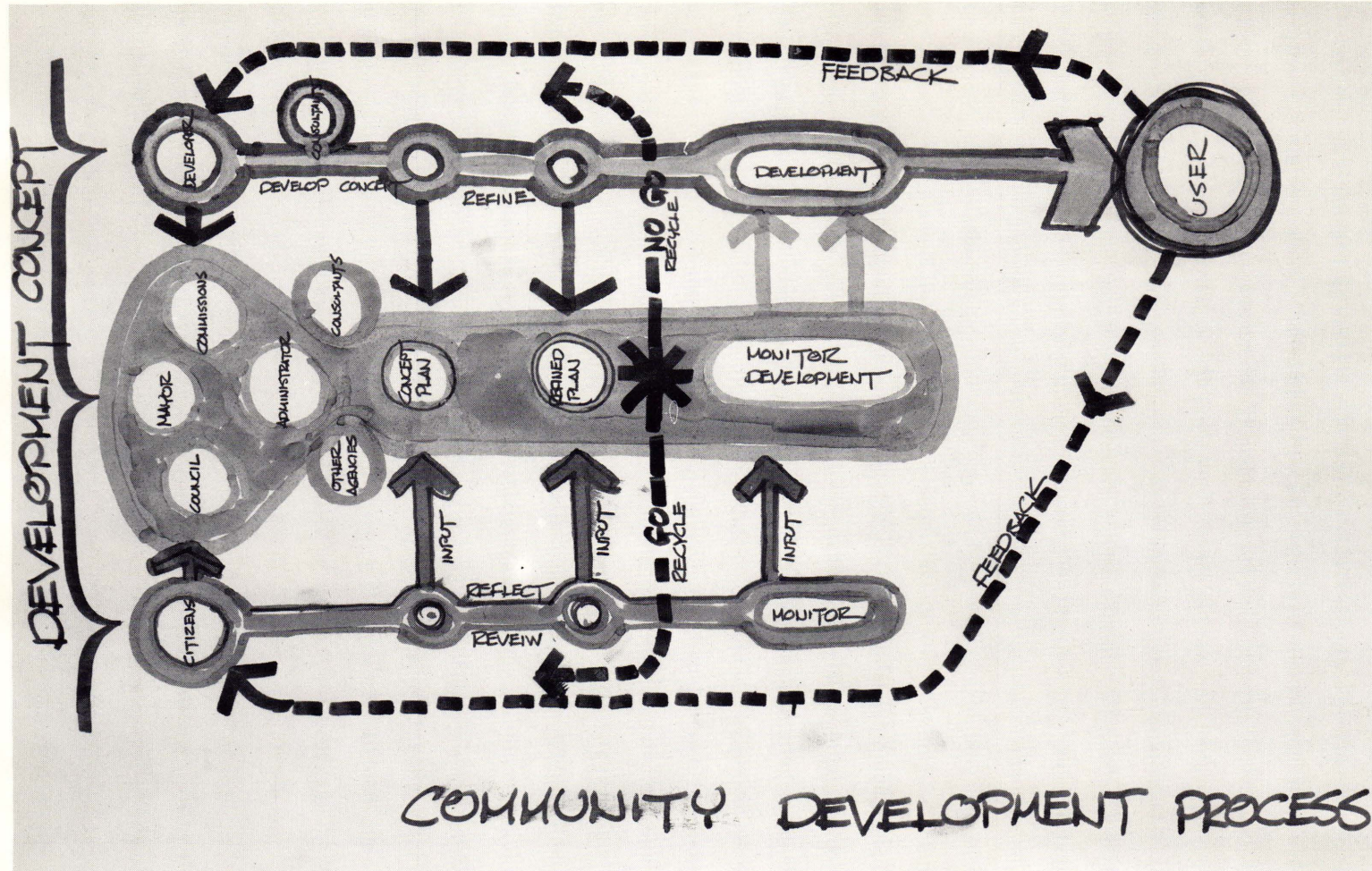
- Long Branch has substantial frontage on both the ocean and a river water resource, providing opportunities for high-quality residential, commercial and recreational development.

- The city has the potential to increase its return significantly from specialized commercial development on the beachfront and in other well-established areas within the city.

- The new North End Redevelopment program







is designed to provide greatly expanded recreational opportunities for residents and visitors. The land is owned in fee, and development funds are budgeted under the Community Development Revenue Sharing Act.

- It has the opportunity to stem the physical decay and make the city a more attractive place in which to live and visit.

- There is an abundance of available vacant and underdeveloped land along the oceanside.

- The city has access to the major employers, the "Four M's."

- A number of attractive and well-defined neighborhoods already exist, and there are housing options ranging from luxury condominiums to subsidized units.

- A new senior citizens housing program with its own retail complex is proposed.

- There is rail service to northern New Jersey and New York.

- The new Ocean Boulevard is under construction.

- The city has a high proportion of new schools.

The team recognized that achievement of these potentials, some already realized, was not a simple matter, but that it was possible. To this end the study made four major recommendations and several secondary, though tangential, ones.

#### MAJOR RECOMMENDATIONS

The city should adopt a fiscally sound urban development strategy that would encompass the following:

- Development of a high-quality waterfront consistent with overall community objectives which would provide excellent regional recreation resources as well as substantial revenues.

- Improvement of the housing stock in terms of price, quality and a favorable revenue cost-ratio.

- Strengthening of individual neighborhoods.
- Effect an orderly improvement from the rapidly decaying commercial activity in the lower Broadway area.

The major recommendations were elaborated upon with these specifics:

**WATERFRONT DEVELOPMENT:** Complete the Ocean Boulevard, establish an open natural beach, designate hotel sites, relocate and develop Garfield Park and make connections to other community systems.

**HOUSING STOCK:** Favor medium to expensive multi-family housing and senior citizen housing; encourage in-fill housing using proposed zoning and ownership housing, control school population by the type of housing units approved and selective construction of new low-cost housing.

**NEIGHBORHOODS:** Implement basic open-space network; improve housing stock to strengthen ownership responsibility; provide needed neighborhood services; develop basic amenity and aesthetic quality, design closer-to-home facilities for younger children and allow safe access to town-wide facilities.

**DOWNTOWN BROADWAY:** Encourage new and upgraded retail-commercial establishments in the City Hall area; permit mixed housing and commercial usage in the Rockwell, Liberty segment in response to demand and introduce new uses at Ocean Boulevard to provide a suitable transition to the oceanfront area.

**OTHER RECOMMENDATIONS:** Establish an open-space network, new zoning regulations and a program of neighborhood representatives; improve public relations and imageability, provide initial code enforcement; increase utilization of the riverfront and encourage implementation of a countywide bus system and expansion of existing sound commercial areas, particularly

West End and North Broadway, also planning for expansion of the North End shopping on Atlantic when the redevelopment project opens.

#### COMMENTARY

The remainder of the report dealt with amplification and commentary on these points. The R/UDAT members saw that the shifting fortunes and rapid changes of past decades had left Long Branch without a clear sense of identity. Obviously, they said, to develop a strong sense of identity and to give the community a more definite direction requires physical and social changes. Such changes should help create a superior living environment, promote citizen participation in decision-making and create the means of building a sound and satisfying community.

**PHYSICAL IMAGE:** Upgrade housing in existing residential neighborhoods, improve the use and attractiveness of ocean facilities and the beachfront and improve residential neighborhoods by creating a more coherent physical framework.

**PROCESS AND POLICY:** In order to minimize errors of omission and to increase the probability of success within community development programs, the team recommended adoption of comprehensive planning and management policies which would emphasize integration of physical and economic elements, governmental procedures and human factors.

**OPEN SPACE:** The basic objectives here are to provide alter-ego to the automobile, as well as areas for recreation; to complement and reinforce existing natural features; to develop key amenity linkages and a "green space" fabric; to allow for safe walking, hiking and bicycling and for the reintroduction of previous natural elements such as streams or drainage ways and to give safe access to major community facilities.



**ZONING:** The team recommended a complete evaluation of zoning regulations to identify constraints inconsistent with the objectives proposed. One would be a hospital zone encompassing Monmouth Medical Center and sufficient surrounding space so as to accommodate the types of functions that should appropriately be included in a hospital zone, and exclude those which are undesirable.

#### GROWTH AND REWARD

Delving deeper into the growth impasse that stymies Long Branch, and into ways of unblocking that impasse, the R/UDAT study dwelt at some length on neighborhoods, the downtown area and the oceanfront.

In a preamble, the team's growth strategy for the city was summarized in these points:

- Maintain a heavy balance of medium to higher-priced apartment and senior citizen projects over low to moderate-income development.
- Encourage high-quality commercial development, particularly specialty retail, restaurants and high-quality hotels and motor hotels.
- Discourage single-family home development, except very high-priced homes. Due to the limited availability of land, the city is unlikely to have many single-family applications.
- Discourage the type of industrial use which pays relatively low taxes and requires heavy city services.
- Encourage high employment density and light industrial uses.

#### NEIGHBORHOODS

In pinpointing ills and prescribing specific, if broad solutions, the team did not overlook the composite individual—the neighborhood—as a means of strengthening the cultural spine of the city and creating a sense of community.

The proposals made here, though no less direct than those put forward elsewhere, dealt with the human condition and with restoring pride in the city by means of building esteem in the ethnic, historic and cultural backgrounds of its peoples.

In suggesting the formation of neighborhood councils as vehicles for a return to image and identity, the team observed that people increasingly are eager to recapture their traditions and symbols, songs and styles, to secure a particular identity in an atomized world. Prominent here are the foods, music, dances, arts and artifacts that help make an aggregate into a group.

Neighborhood playgrounds and neighborhood commercial centers would be good starting points for the stimulation of these special cultural and spiritual activities. These sub-areas might designate some of their residents to serve as a kind of local leadership to monitor the upkeep, improvement and identity of the neighborhoods.

Such councils could form the nucleus of a citywide network of informal leaders whose goals would include a similar vigilance for the community as a whole. Older residents and the young, two under-utilized forces, might well be tapped

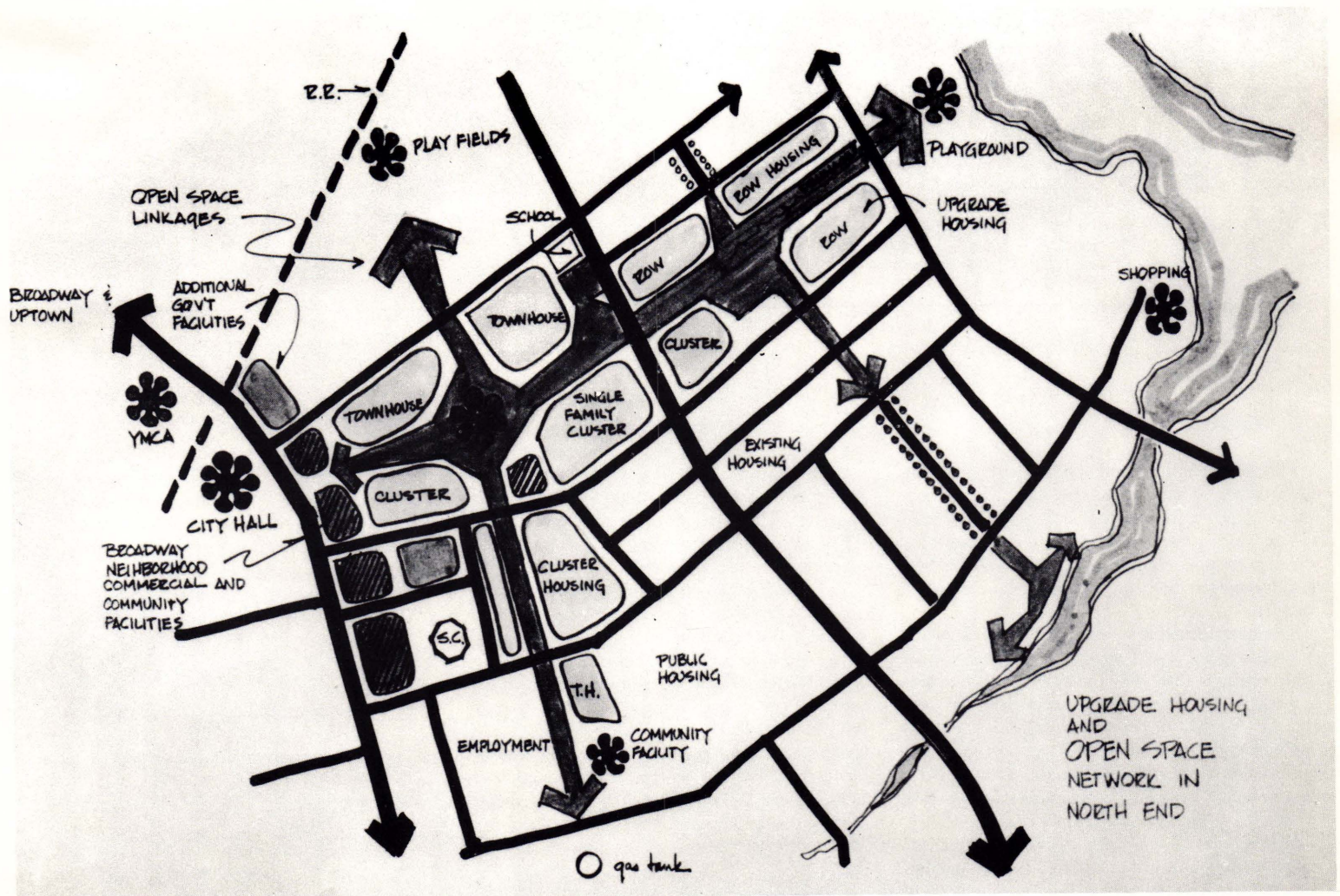
for the job of helping to provide that needed and now-missing informal network for collective achievement.

Neighborhood councils together with city officials and planners might start by developing an inventory of physical and cultural resources and a list of deficiencies and needs, as well as suggested priorities, in housing, safety, circulation, services and appearance. Only by this interweaving of the local with the larger picture, the team declared, could a policy be developed that addressed itself to the whole range of problems facing Long Branch.

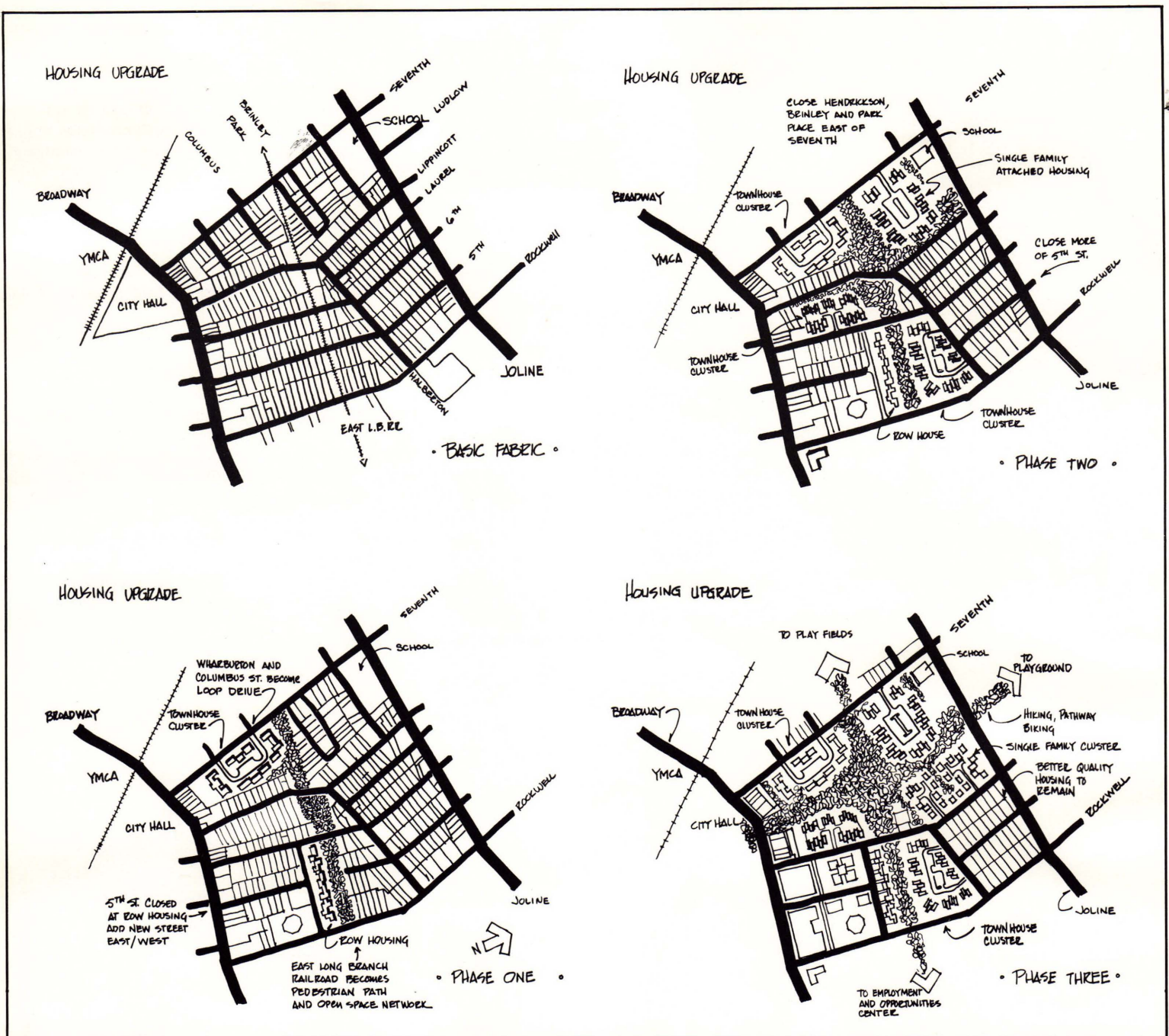
In the generality of neighborhood development, the team also proposed a wildlife preserve area on an existing natural site.

Because of the present channel in the Shrewsbury River and Branchport Creek combined with need for a more efficient marina, the area adjacent to Patten Avenue was proposed for expansion. Although the Shrewsbury is shallow it was felt that the demand warranted such a facility. This shallow nature provides the large marshy area adjacent to Manahassett Creek. Due to the flyway patterns of birds and waterfowl, and the need to preserve as much marshland as possible, the entire "wet" area is proposed for a wildlife preserve.

The preserve would serve as a buffer between the marina and surrounding developments; thus, apartments or townhouses for marina-oriented residents would seem a feasible idea.







## DOWNTOWN

The resuscitation and revitalization of the downtown area and beachfront, stressed so often, finally came in for detailed attention. The team had said without equivocation that the beachfront was the city's jewel and that Broadway and the downtown area were the pathways that led to the treasure.

Special attention was directed at the segment of Broadway between City Hall and Ocean Boulevard. The new City Hall and the proposed senior citizens project at Rockwell and Broadway were viewed as positive generators. This, as well as the availability of vacant land west of Rockwell, led to a recommendation that the area between Rockwell and City Hall be upgraded over a period of time as prime commercial/retail space.

The segment from Rockwell to Liberty is of mixed quality, and it was felt that mixed housing and commercial/retail uses should be encouraged, consistent with market demand. In addition, an

employment center was recommended to the north between Union and Monmouth.

Broadway East, the final segment, is a critical crossroad linking ocean activities with downtown commercial activity, as well as with housing to the north and south. Here, three elements are proposed:

- Human Opportunities Center to provide added opportunity for personal development and needed services. Continuing education, day care, public health, welfare administration and information/referral services are examples of activities for this center.

- A "Sea Market" out-of-doors with a light shelter would provide a festive and attractive facility for marketing fish, produce and other light goods. Selling simple foods for consumption at outdoor tables would be encouraged. The pedestrian system would pass through this area.

- New housing, over shops, would be phased in on the south side of a narrowed Broadway.

## DOWN TO THE SEA

### SEA VILLAGE (Development)

The team had made frequent references to portions of the waterfront elsewhere in its report, but an entire section was devoted to that portion known as Sea Village, and here the team made this statement:

(We) feel that establishing policy for the future role of the oceanfront is of highest priority. We feel that by identifying the many potential opportunities and by marrying them to current activities (completion of Ocean Boulevard and the North End Redevelopment Area) one may provide the potential for satisfying community recreation needs as well as capturing visitor traffic.

We feel that future development of the oceanfront for *public* use should be concentrated in the area from the existing pier near Garfield Park north to the area designated as the City Beach Club in the 1973



Oceanfront Park Report. By limiting and concentrating the public oceanfront and beach activity to this area (Sea Village) we feel that viable development opportunities can be realized.

A summary of the Sea Village plan consists of:

- Completion of Ocean Boulevard.
- Development of an active boardwalk from the existing pier to the City Beach Club.
- Establishment of an open natural beach with parking access at the North End Redevelopment Area.
- Designating some sites for potential hotel use and others for housing development west of Ocean Boulevard.
- Development of Garfield Park and other adjacent oceanside sites as public activity centers to include a skating rink, indoor swimming pool complex, tennis courts, athletic fields, outdoor assembly spaces, restaurants and related retail stores.
- Connection of oceanfront activity to the open-space network.

#### SEA VILLAGE (Phasing)

The plan could be implemented in the following steps, first taking into consideration the renewal potential of these existing conditions—new Ocean Boulevard right-of-way, existing Ocean Avenue and pier, North End Redevelopment Area, Garfield Park and adjacent vacant land, National Guard Armory and the parcel bounded by North Broadway, South Broadway and University Place.

Three phases would follow:

#### Initial Phase: Revitalize the Oceanfront

- Complete Ocean Boulevard north to Monmouth Beach.
- Develop Garfield Park as a possible skating rink and community center with parking.
- Activate the City Beach Club with an outdoor swimming pool.
- Establish pedestrian and bicycle path links.
- Expand public use of the Armory.

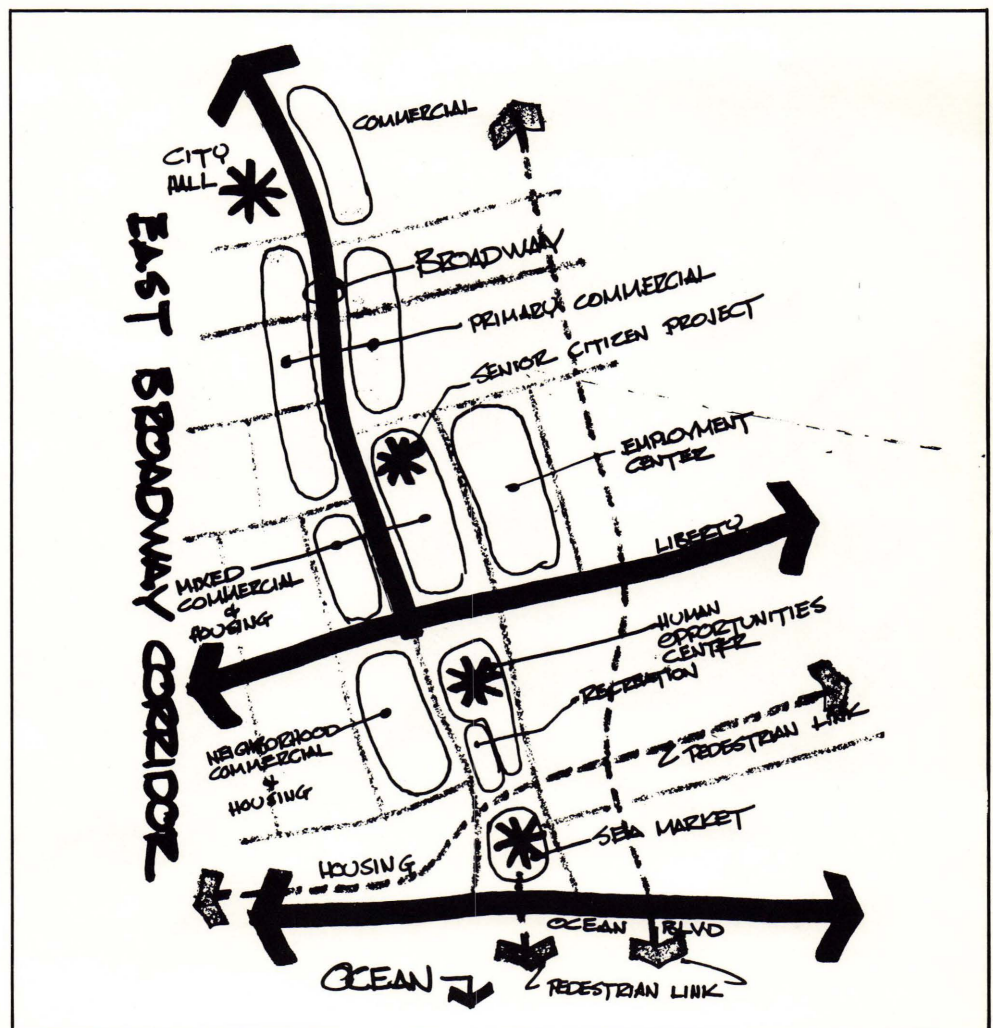
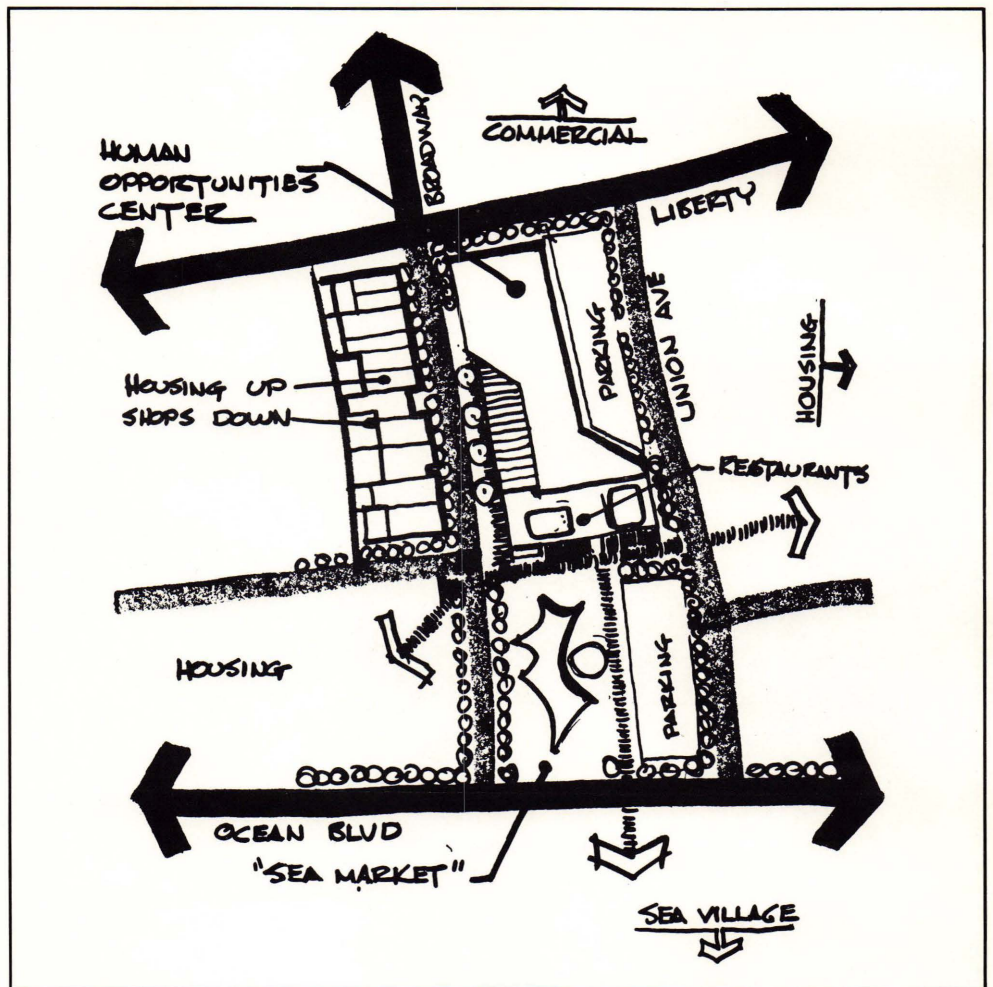
#### Second Phase: Establish Sea Village

- Facilitate development of a hotel site at Sea View Avenue and Ocean Avenue.
- Develop an indoor-pool center with tennis courts and parking, and also new housing on new Ocean Boulevard.
- Extend the boardwalk north to Sea View Avenue.

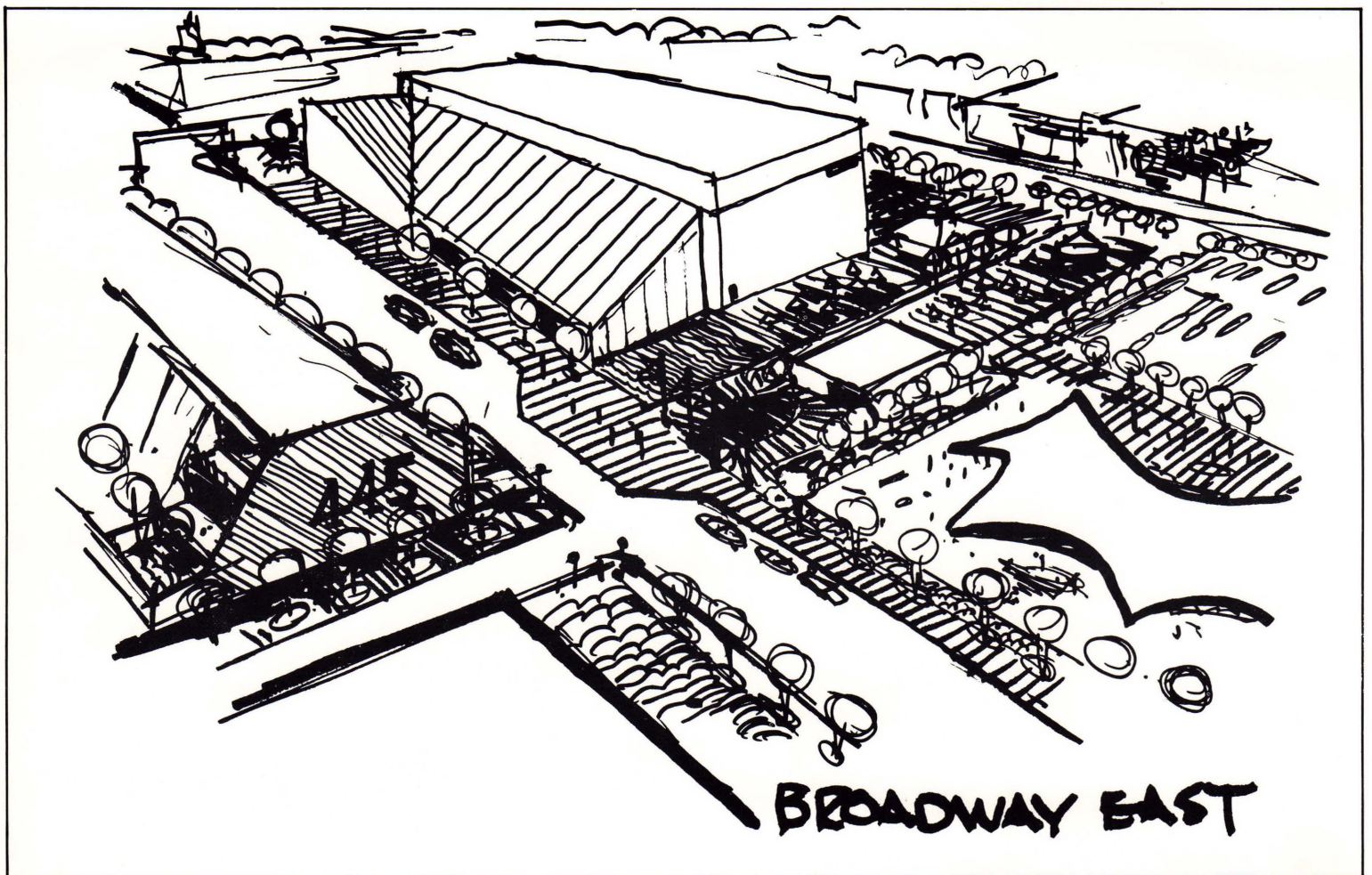
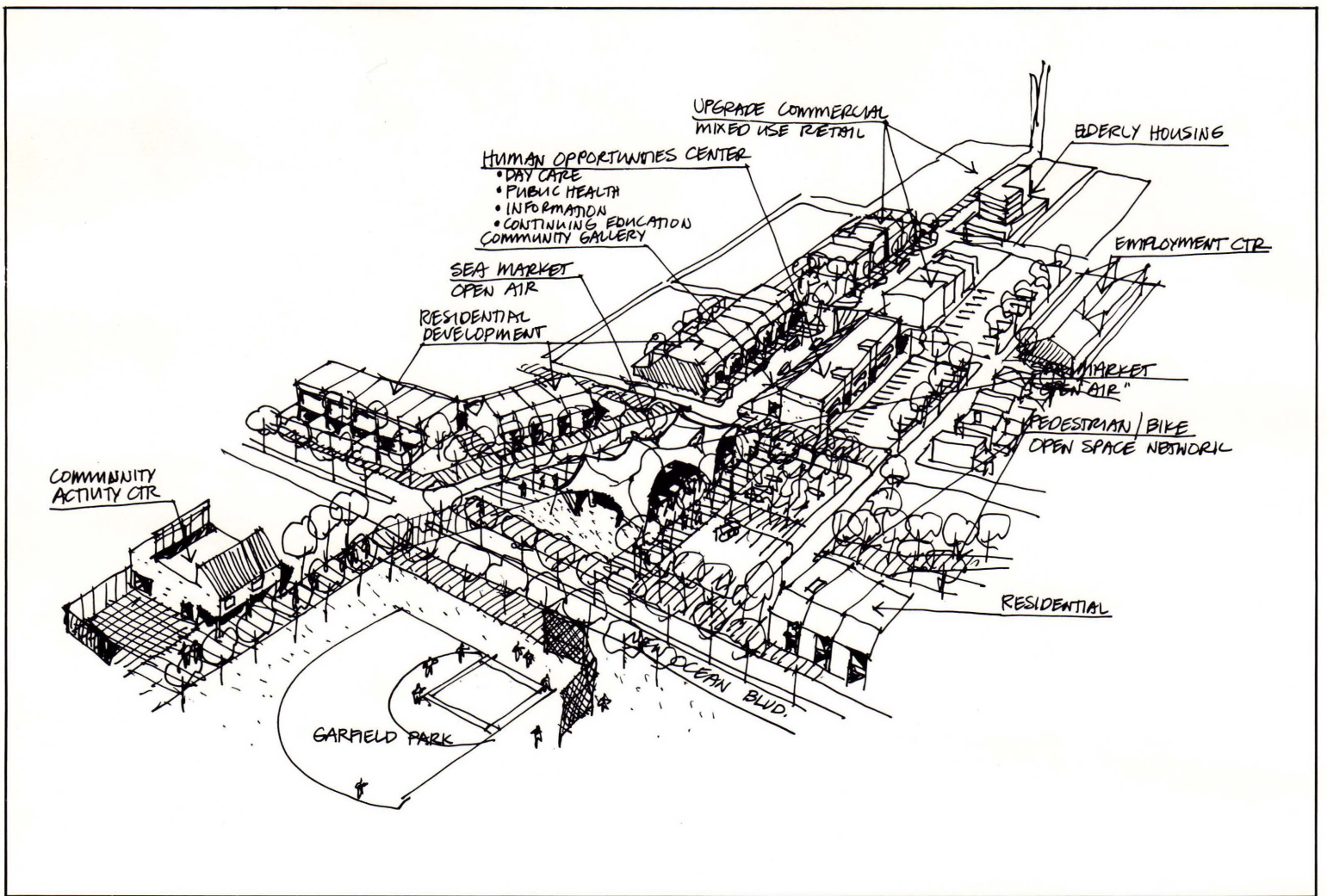
- Build a new pier at the hotel, as well as a major restaurant and specialty retail.
- Establish the new Garfield Park.

#### Final Phase: Realize Sea Village

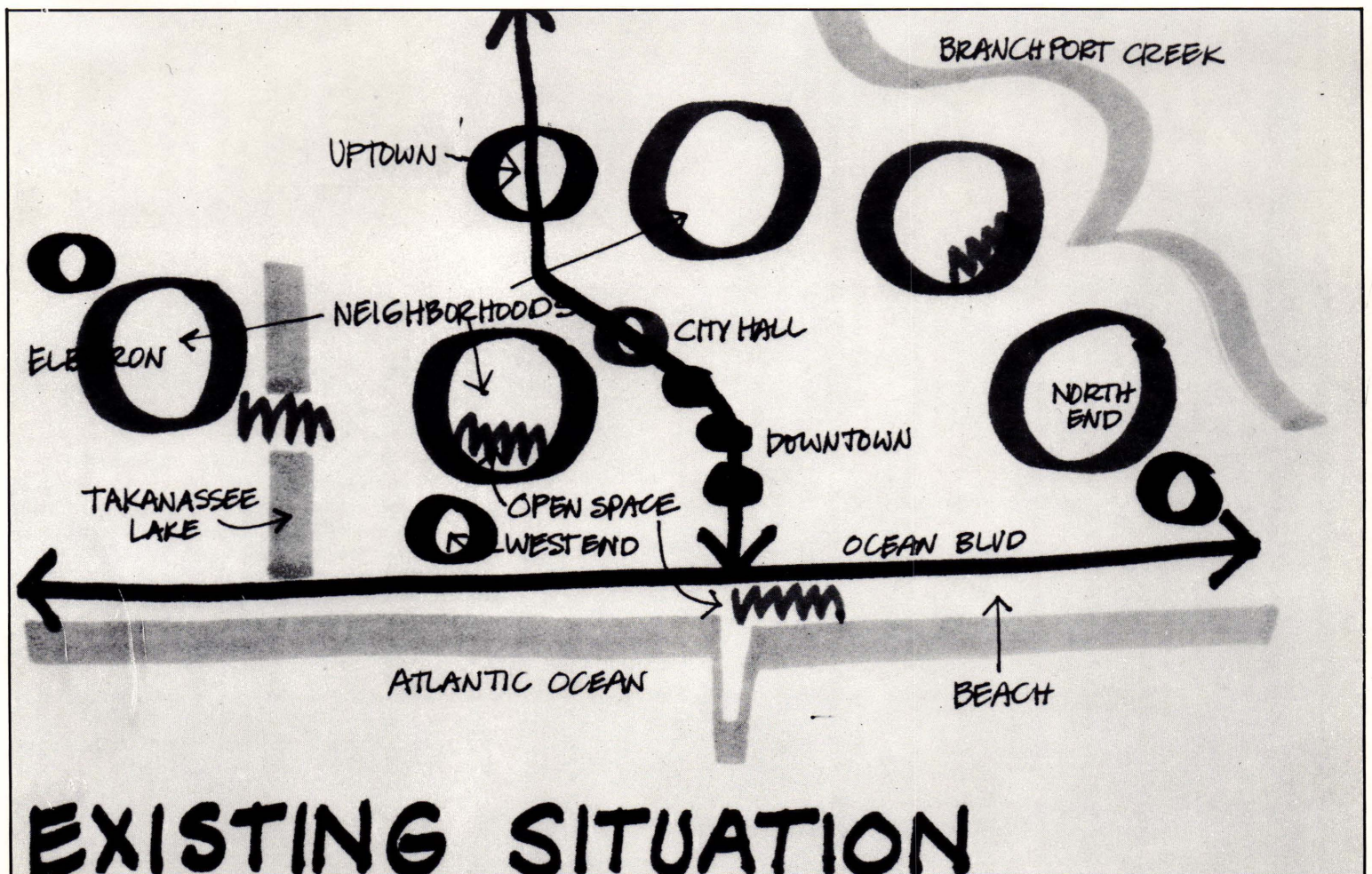
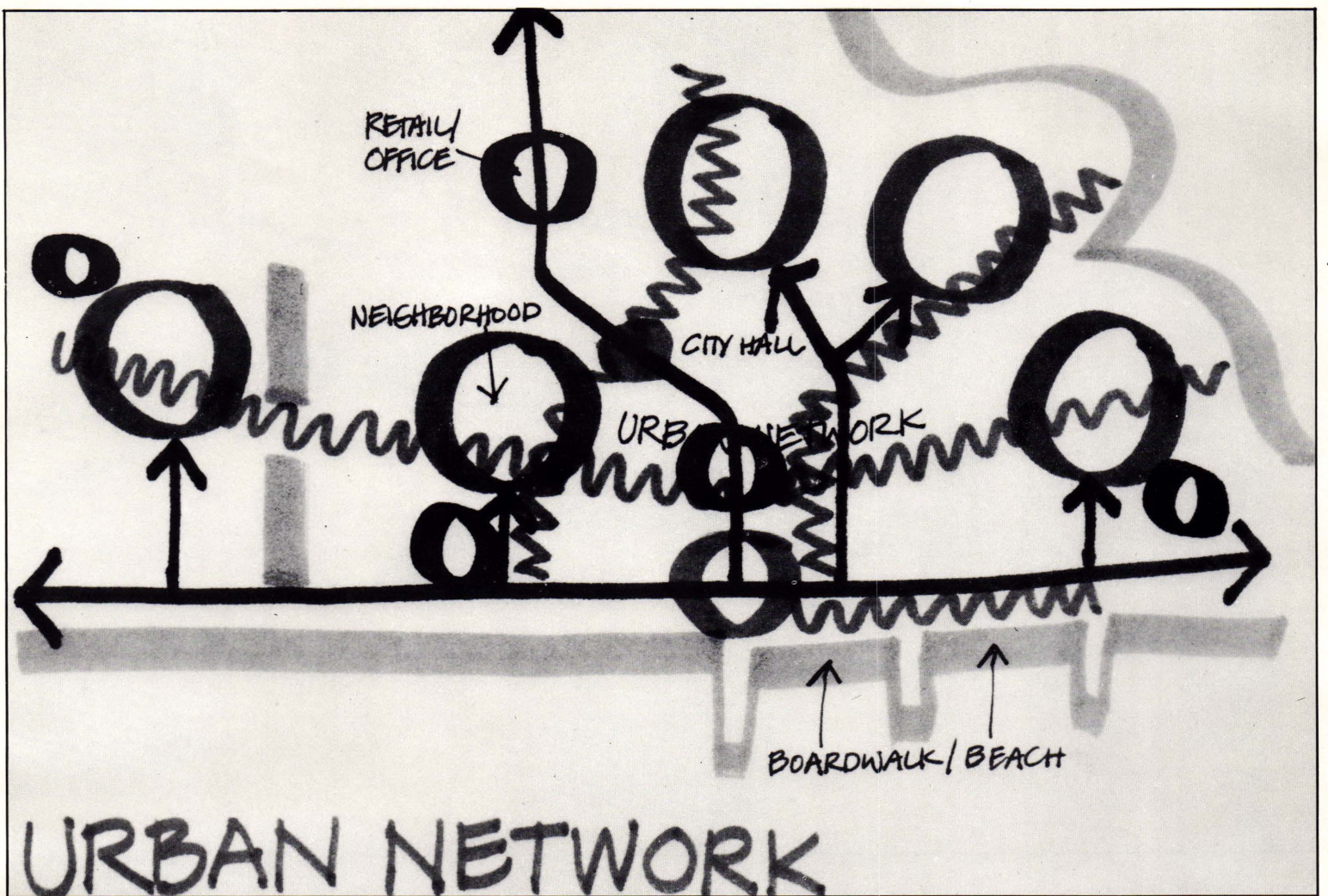
- Develop second or third hotels.
- Extend the boardwalk to the City Beach Club; also, build a fishing pier there.
- Develop additional housing on Ocean Boulevard.
- Provide seasonal mini-bus transit on the Boardwalk.







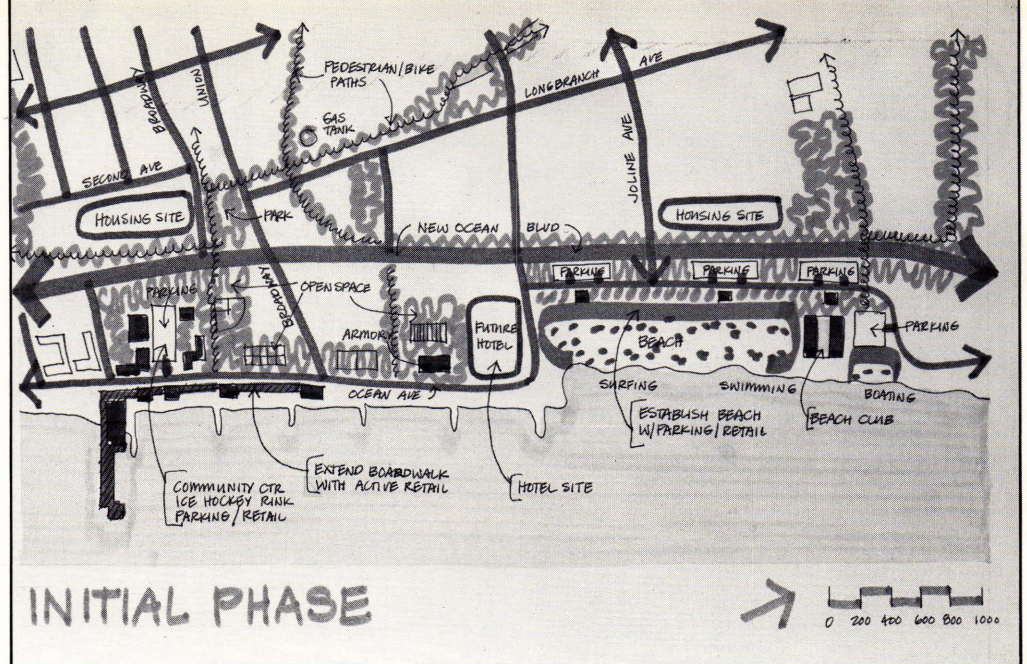










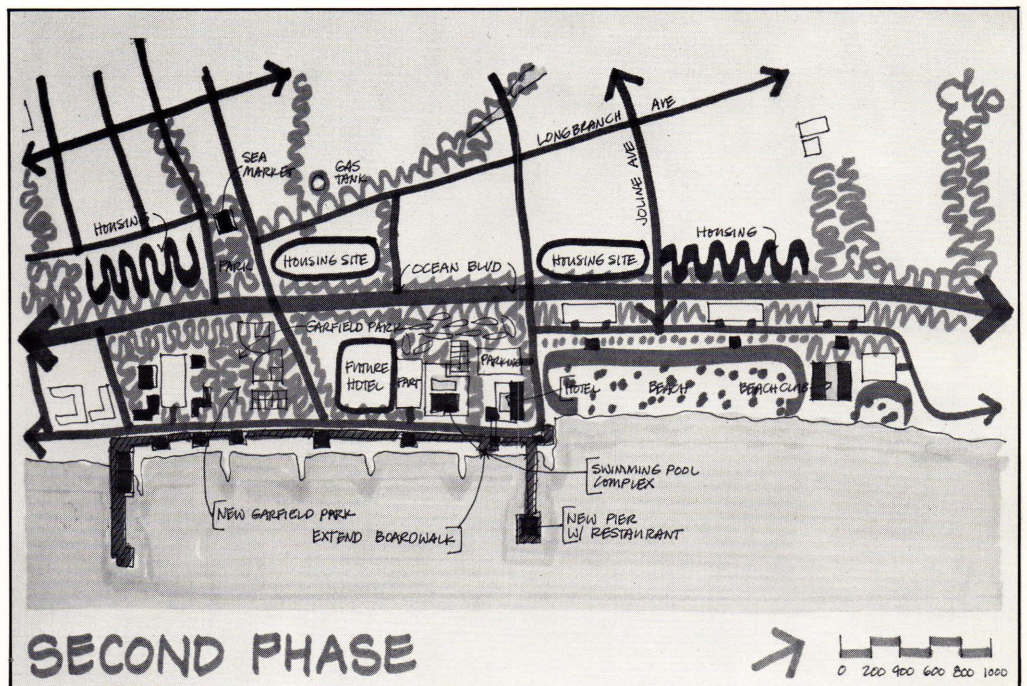


and improved ratables. And the mayor and council are active in pursuing federal funds."

The current and past Chapter presidents felt it would be the Chapter's responsibility to help keep the R/UDAT story before the public and to maintain a consistently high level of interest in it.

This may not be simple. General public apathy, despite non-stop publicity in print and over the radio, astounded Chapter members. At least one city official and one municipal department did not even know the project was underway when telephone calls went out urging attendance at the City Council meeting of January 13. Apathy and poor communications are treated in the R/UDAT report.

Abate and Orosz would not, however, have missed the event for anything. Abate said he was thinking of writing "a critique" that would guide other chapters in how to cope with the R/UDAT experience.



#### THE LONG BRANCH R/UDAT TEAM:

Members of the American Institute Of Architects Regional Urban Design Assistance Team visiting Long Branch, N.J., Jan. 9-13, 1975.

Ronald A. Straka, AIA, architect-urban designer of Boulder, Colo.

National chairman, AIA R/UDAT Program, and team chairman in Long Branch.

Ben H. Cunningham, AIA, architect-urban designer of Minneapolis.

National chairman, AIA Committee on Urban Planning and Design.

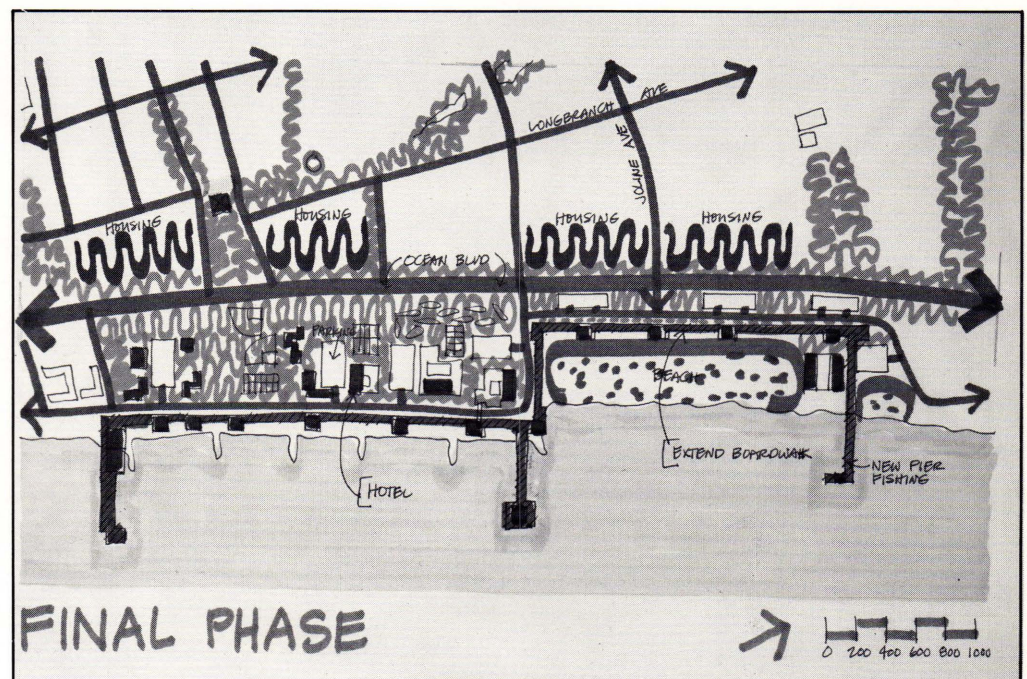
Suzanne Keller, Ph. D., sociology professor at Princeton University.

J. Richard McElyea, economic consultant of San Francisco.

Charles Redmon, architect-urban designer of Cambridge, Mass.

James A. Veltman, AIA, ASLA, Assoc. AIP, architect, landscape architect and ecological planner of Woodlands, Texas.

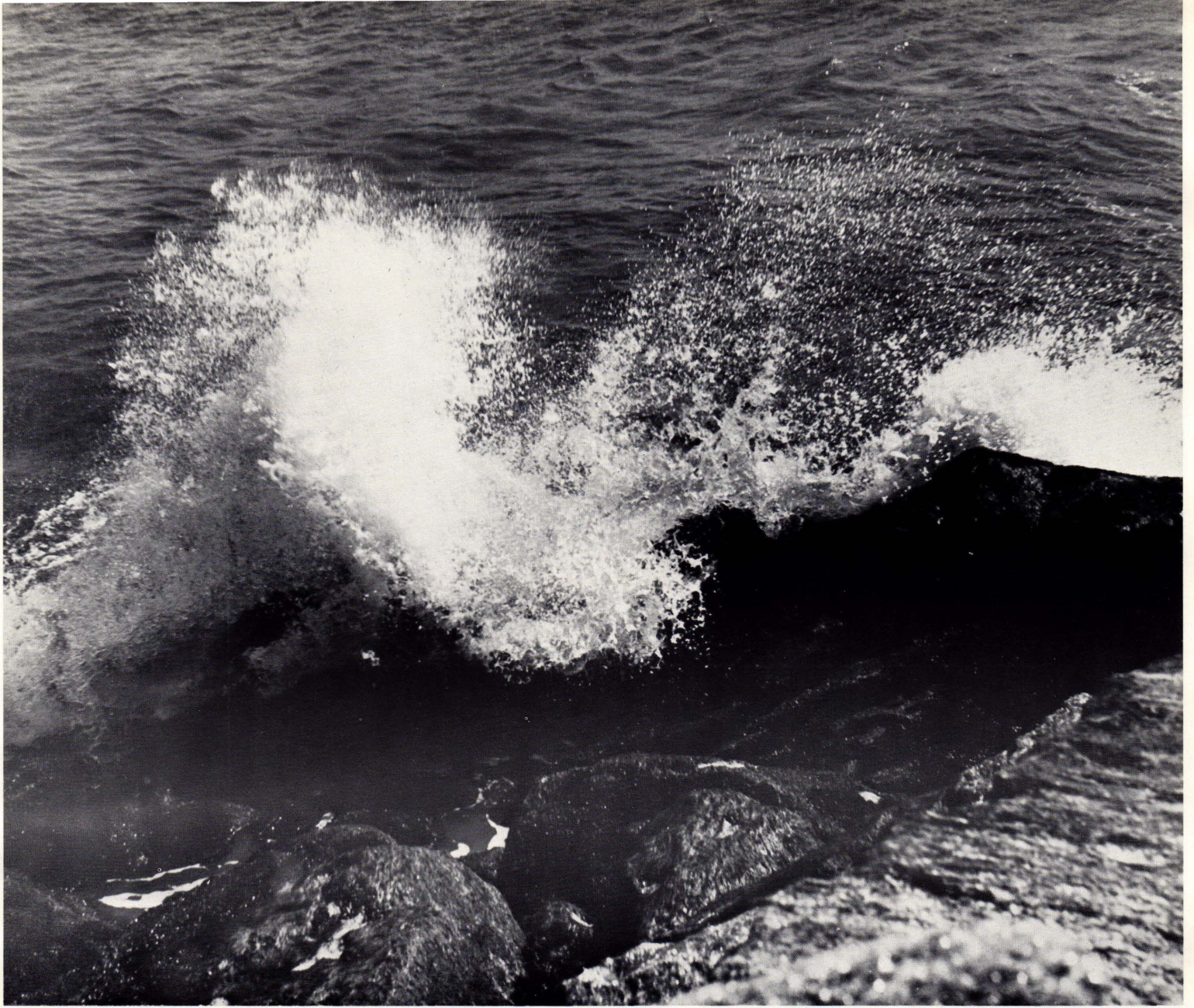
Nancy Hallmark, a public relations representative at AIA headquarters in Washington, D.C., provided valuable assistance to the team during its work sessions and in the preparation of the R/UDAT report and its presentation to the press.











#### ACKNOWLEDGMENTS

Members of the Shore Chapter, New Jersey Society of Architects, whose assistance made the R/UDAT visit possible were:

Samuel P. Abate, AIA

John Orosz, AIA

Robert F. DeSantis

Bernard A. Kellenyi, AIA

Leonard V. Martelli

Kenneth M. Mitchell, AIA

Thomas G. Smith, AIA

Frank J. Tomaino, Jr., AIA

Joseph P. Tomaino

Long Branch and Monmouth County officials whose contributions greatly aided the study included:

Mayor Henry R. Cioffi

City Council President Howard H. Wooley Jr.

Council Vice-President David J. Bilger Sr.

Councilman James H. Cofer

Councilman James M. Dennis

Councilman Richard G. Traversa

Business Administrator Vincent J. Mazza

City Planner William Niesen

City Attorney Robert Mauro

Harmesh Verma, Long Branch Research & Development

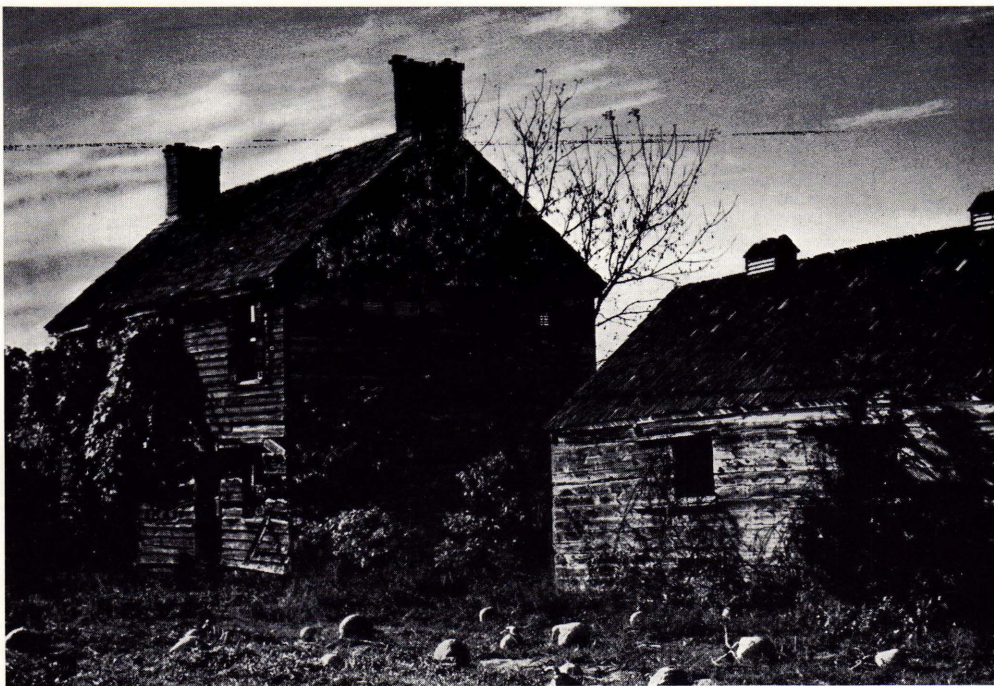
John G. Lawley, Monmouth County Planning Board



# Shoring Up

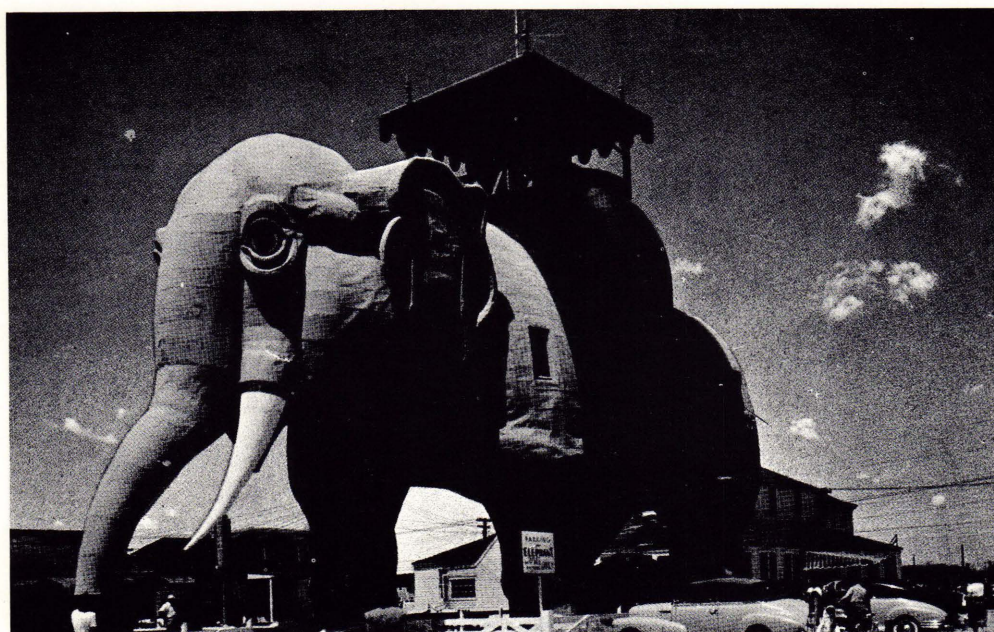


A.



B.

C.



In 1950 the four shore counties of Cape May, Atlantic, Ocean and Monmouth revved up for what was announced as a record-breaking summer to come, marking a half-century or even a near-century of progress since the era of the Civil War.

Atlantic City heralded the "Official Opening of the Atlantic Ocean." Asbury Park planned a "Salute to the States" and the National Marbles Tournament. In Cape May County, improvements to Wildwood's Otten Harbor were to be used for the first time. Ocean City promised a summer-long program of "public music by a 20-piece orchestra." Fishing, boating and crabbing would continue to draw thousands of visitors to the Navesink, Shrewsbury and Shark Rivers, and to Highlands, Manasquan, Point Pleasant and points south.

The big attraction along the 120-mile coastline had always been the ocean and its resort industry, which one economist declared is "one of the brightest chapters in New Jersey history."

At mid-century, predictors and prognosticators faced the coming decades with confidence. One optimistic writer declared that the Atlantic City boardwalk soon would be made of "semi-rubber composition" defying wear and the weather and "...resilient to walk upon." By that time, the rolling-chairs would be motor-driven and glide noiselessly "along a special lane raised 10 feet over the shoreward end of the walk, giving passengers a clear view of the shops and of the ocean."

Every bathing beach would "form a gigantic swimming pool," with an "anchored sea wall about 300 feet from shore" that would "allow the entrance of the incoming wave but prevent the backwash from becoming a menace."

The seers pointed to the post-World War II surge of construction that was to alter the character of many shore communities. Industrial development along the Delaware River would lead thousands of workers and their families to seek the recreational advantages of nearby shore communities, it was said.

The drumbeaters echoed an earlier essay that identified the sea as the main attraction of the Jersey coast. "Sea bathing," it said, will "stir the torpid liver and scatter tingling sensations of pleasure over the frame." The surf will "lubricate the joints like oil (and) grave men (would continue to) 'fling out their limbs like colts in pasture ... (and) dignified women ... sport like girls at recess.'"

A more cautious writer of the period observed that "The people of the shore will doubtless be called upon ... to confront obstacles and conquer success after the manner of those who have gone before them."

Even as writers and local boosters extolled the onward and upward progress of the New Jersey shore, the seeds of decay and obsolescence sown in the years of greatest prosperity were beginning to sprout. The quarter-century after 1950 saw the rosy prophecies begin to dim under the onslaught of indiscriminate zoning, overdependence on

A. Atlantic City Boardwalk.

B. "Old Homestead" Ocean County.

C. Elephant Hotel, Margate, N.J. (1885).



# The Shore

summer business, less than masterly plans, soaring costs and a faltering economy that often killed rejuvenation on the drawing boards.

It was not always thus. A century ago the shore counties were a collection of villages facing the sea and backed by dreary expanses of dense brush. The coming of the railroad, and later the advent of the gasoline engine and the construction of a vast network of roads, changed the lives of the industrious and thrifty people who had settled in central and southern New Jersey.

As travel from the Newark-New York metropolitan area, as well as from the Camden-Philadelphia region, became feasible, population increased rapidly and seaside development ensued. The shore counties also experienced emergence of new economic opportunities such as development of the cranberry crop and new forms of specialized agriculture, the growth of new homes and even opportunities for harvesting cedar.

But still, economically, the shore did less than well. The broad general reasons were twofold. One was that, in the main, shore communities had not begun early enough in the past to attract commerce and industry so as to create a stable base for further growth as viable, year-around places to live and work. The other was that the summer mentality clung. A well-populated, free-spending summer, many privately thought, would always cure winter's ills.

This may have borne currency in the horse-and-buggy days, but the tempo and complexity of modern life long ago turned the dream into something of a nightmare.

Fortunately, civic and municipal leaders now have awakened to the consequences of inaction. Not only are the well-known centers such as Long Branch seeking solutions, but many smaller communities are as well. R/UDAT is perhaps feasible for a city-type of government, (A R/UDAT visit to Atlantic City is now being planned) but boroughs and townships also are conducting studies and seeking underpinnings for present stability and future growth.

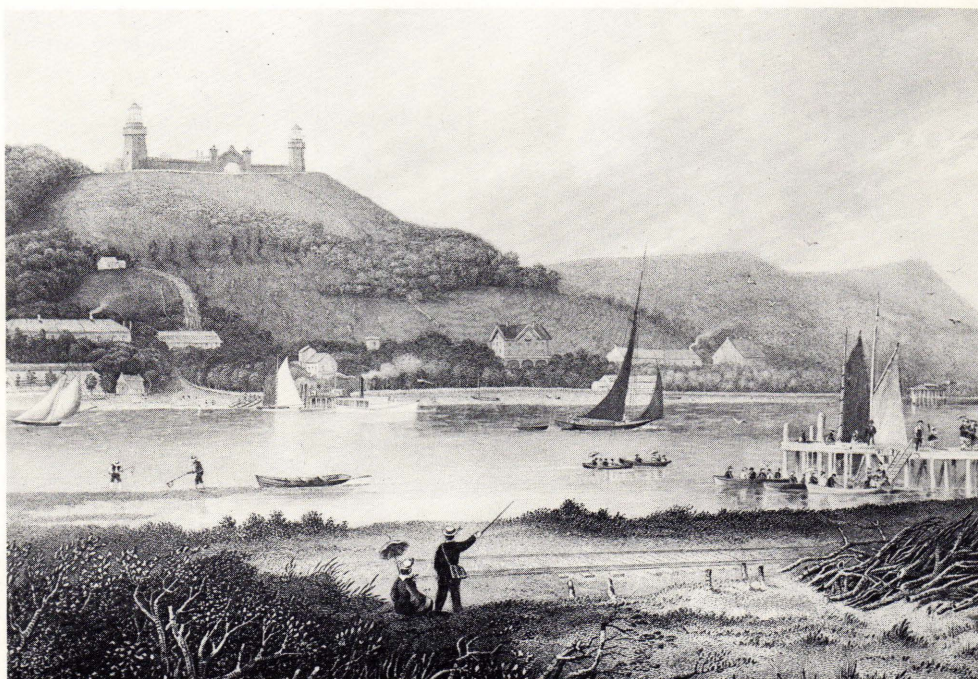
With inconsiderable exceptions, the life and prosperity of the shore counties are identified in the public mind with the well-known seaside communities. Sport and commercial fishing, sailing, swimming and vacationing anywhere along the shore, however, are hardly to be dismissed. And if the federal government decides to permit offshore oil drilling, the economy of the region will take on new dimensions.

In the long run, however, year-in year-out industrial growth is generally acknowledged as the panacea. Land space and communications facilities are available, and improved automated transportation, pointed up in the R/UDAT report for Long Branch, is a present and real possibility.

The problems of the shore may be particular, but they are far from unique. They have been isolated and identified, and as elsewhere, men of good will are working on them.



D.



E.



F.

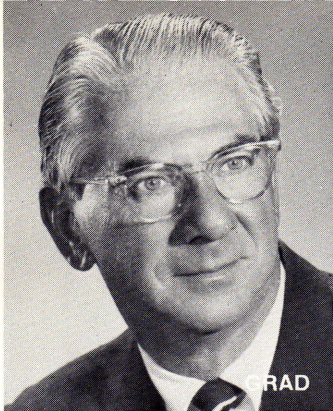
D. Fort Hancock, Sandy Hook. 1937.

E. Highlands of the Navesink.

F. Cranberry Bogs near Toms River.



# People



GRAD



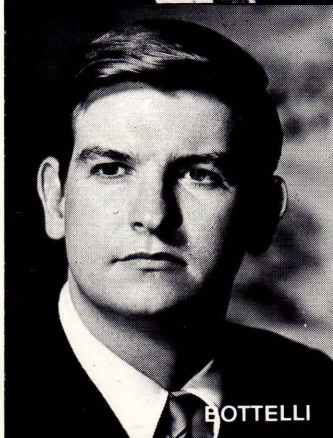
LITWACK



BERGER



PANCANI



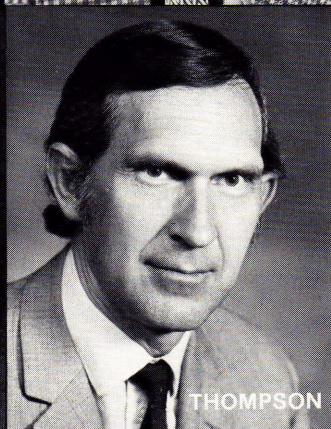
BOTTELLI



D'ANASTASIO



HEINTZ



THOMPSON



GOETTELMAN



MOYNAHAN

*Bernard J. Grad, FAIA*, of the Grad Partnership in Newark, was honored by the N.J. Region of the National Conference of Christians and Jews at its annual Brotherhood Awards Dinner at the Robert Treat Hotel in Newark.

*Herman C. Litwack, AIA*, was elected Secretary of the National Institute of Architectural Education in New York.

*Burton W. Berger, AIA*, has been elevated to the Associates level in the firm of Gruzen & Partners. Mr. Berger is now Director of the New Jersey operation of the firm which also has offices in New York.

*Azeglio T. Pancani, Jr., AIA*, was reappointed to another six year term on the Planning Board in Springfield and was re-elected its Chairman. This will be his twenty-first year as a member of the Board and thirteenth year as Chairman.

*Richard Bottelli, AIA*, was a lecturer at the University of Cincinnati and Southern Methodist University Management Seminars on Facilities Planning and Design. Mr. Bottelli is a partner in Bottelli Associates — Architects/Planners, with offices in Florham Park.

*Dante J. D'Anastasio, AIA*, of Pennsauken was appointed Commissioner by Governor Byrne for the Delaware River Port Authority.

*Robert B. Heintz, AIA*, of Short Hills has been promoted to Lieutenant Colonel in the U.S. Army Reserve. With the promotion, Col. Heintz was appointed Assistant Chief of Staff for Training and Operations. Col. Heintz has also been reappointed by the Mayor of Millburn Township as Chairman of the Environmental Design Review Committee.

*William M. Thompson, AIA*, is teaching "Environmental Psychology" to college seminars, both as a Woodrow Wilson Visiting Fellow and independently. In addition to practicing architecture, he is also gathering material for a forthcoming book.

*Lou Goettelmann, AIA*, of Camden, co-founder of the Building Construction Technology Course at the Camden Campus of Rutgers University, has expanded the curricula into Cherry Hill East Adult School with a new course entitled; Specifications, Your Project Manual for Construction. This course, when completed leads to a Certificate for Building Construction Superintendents and takes two to four years to complete through the Rutgers University Extension Division, Southern New Jersey Region.

An article on the proper method of recognizing and encouraging architectural talent in school age children, written by *Elizabeth Reilly Moynahan, AIA*, has been published in the February issue of the AIA Journal. The article is entitled "Our Standards May Let Talent Slip Away."

*Warren C. Mann, AIA* and *Franklyn B. Spiegle, AIA*, announce the unification of their Professional Practices into Mann-Spiegle, AIA and Associates, PA with offices at 333 W. State Street in Trenton and 70 So. Canal Street, Yardley, Pennsylvania.

*Dennis A. Mylan, AIA*, has opened his own practice at 110 Essex Avenue, Montclair. Mr. Mylan was formerly with the office of J. Robert Gilchrist in Hackensack.

*Alfred D. Price*, President of the AIA Student Chapter at Princeton University, was appointed to the 1975 AIA Honor Awards Jury.



# AIA CONTRACT FORMS

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